**IN THE CLAIMS**

1. (Currently amended) ~~A~~ The method of claim 73 ~~forming a plurality of labels of a single job with a computer in response to entries from an input device~~, wherein each of said ~~plurality of~~ labels includes a location for at least one bar code having a plurality of elements and at least one sequence of characters disposed in a plurality of character positions, said method further comprising:

~~(a)~~ defining at least one of said labels with alphanumeric content for one or more of said plurality of character positions in response to at least one of said entries; and

~~(b)~~ assigning one of at least two rotational orientations to said plurality of elements of said bar code for said at least one label in response to at least one of said entries ~~; and~~

~~(c) printing with a printer said plurality of labels on a label stock~~.

2-4. (Canceled)

5. (Currently amended) The method of claim 1, further comprising assigning ~~a~~ said location ~~to said bar code~~ relative to said plurality of character positions in response to at least one of said entries.

6. (Currently amended) The method of claim 1, further comprising suppressing the printing ~~by step (c)~~ of a bar code in response to at least one of said entries.

7. (Currently amended) The method of claim 1, further comprising suppressing the printing ~~by step (c) of~~ at least one of said plurality of character positions in response to at least one of said entries.

8-9. (Canceled)

10. (Currently amended) ~~A~~ The computer of claim 74 ~~for making a plurality of labels of a single job~~, wherein each label includes a location for at least one bar code having a plurality of elements and at least one sequence of characters disposed in a plurality of character positions, said ~~computer~~ operations further comprising:

~~a processor, a memory, a display, an input device and a printer;~~

~~a program stored in said memory for controlling said processor in response to entries from said input device to make said labels by performing a plurality of operations that comprise:~~

~~(a)~~ defining at least one of said labels with alphanumeric content for one or more of said plurality of character positions in response to at least one of said entries; and

~~(b)~~ assigning one of at least two rotational orientations to said plurality of elements of said bar code for said at least one label in response to at least one of said entries ~~; and~~

~~(c) printing with a printer said plurality of labels with said printer on a label stock.~~

11-13. (Canceled)

14. (Currently amended) The computer of claim 10, wherein said operations further comprise assigning ~~a~~ said location ~~to said bar code~~ relative to said plurality of character positions in response to at least one of said entries.

15. (Currently amended) The computer of claim 10, wherein said operations further comprise suppressing the printing ~~by operation (c)~~ of a bar code in response to at least one of said entries.

16-18. (Canceled)

19. (Currently amended) ~~A~~ The memory medium of claim 75 ~~for a computer that controls the making of a plurality of labels of a single job in response to entries from an input device~~, wherein each label includes a location for at least one bar code and at least one sequence of characters disposed in a plurality of character positions, said memory medium comprising:

~~first~~ means for controlling said computer in response to at least one of said entries ~~first entry~~, to define at least one of said labels with alphanumeric content for one or more of said plurality of character positions in response to at least one of said entries; and

~~second~~ means for controlling said computer to cause said first means to assign one of at least two rotational orientations to said plurality of elements of said bar code for said at least one label in response to at least one of said entries ~~; and~~

~~third means for controlling said computer to print with a printer said plurality of labels on a label stock~~.

20-22. (Canceled)

23. (Currently amended) The memory medium of claim ~~20~~19, further comprising means for controlling said computer to assign ~~a~~ said location ~~to said bar code~~ relative to said plurality of character positions in response to at least one of said entries.

24. (Currently amended) The memory medium of claim 19, further comprising means for controlling said computer to suppress the printing ~~by said third means~~ of a bar code in response to at least one of said entries.

25-27. (Canceled)

28. (Currently amended) ~~A~~ The method of claim 73 ~~forming a plurality of labels with a computer in response to entries from an input device~~, wherein each of said plurality of labels includes at least one sequence of characters disposed in a plurality of character positions, said method further comprising:

~~(a)~~ assigning first and second positional palettes to at least first and second respective ones of said plurality of character positions, one character position at a time, of at least one of said plurality of labels in response to at one or more of said entries; and

~~(b)~~ assigning alphanumeric content to at least one of said plurality of character positions of each label of said plurality of labels in response to at least one of said entries~~; and~~

~~(c) printing with a printer said plurality of labels on a label stock~~.

29. (Previously presented) The method of claim 28, wherein each of said positional palettes includes one or more attributes selected from the group consisting of a background color, a foreground color, a font, a font size, a font style, a shape, a shape size and a shape color.

30. (Currently amended) The method of claim 28, wherein one or more of said plurality of character positions is a prefix, and wherein said first character position ~~of step (a)~~ is in said prefix.

31. (Currently amended) The method of claim 28, wherein one or more of said plurality of character positions is a suffix, and wherein said first character position ~~of step (a)~~ is in said suffix.

32. (Canceled)

33. (Previously presented) The method of claim 28, wherein said first and second positional palettes are different.

34. (Currently amended) The method of claim 28, wherein ~~said~~ a label stock includes an array of label blanks, and further comprising ~~(d)~~ causing ~~step (c) to begin~~ said printing to begin at a specified one of said label blanks in response to at least one of said entries.

35. (Currently amended) The method of claim 34, wherein said array has a plurality of rows and a plurality of columns of said labels blanks, and further comprising ~~(e)~~ causing ~~step (c) to~~ said printing of said labels on said label stock serial by row or serial by column in response to at least one of said entries.

36. (Canceled)

37. (Currently amended) The method of claim 28, further comprising presenting at least one of said plurality of labels on a display prior to printing ~~by step (c).~~

38. (Previously presented) The method of claim 28, further comprising:

assigning an ordered numerical sequence to said plurality of labels in response to at least one of said entries; and

saving data for said ordered numerical sequence and plurality of labels so that another plurality of labels can continue in said ordered numerical sequence with a first label thereof having the next number of said ordered numerical sequence that succeeds the last number used by the step of assigning an ordered numerical sequence.

39. (Currently amended) ~~A~~ The computer of claim 74~~for making a plurality of labels~~, wherein each of said plurality of labels includes at least one sequence of characters disposed in a plurality of character positions, said ~~computer~~ operations further comprising:

~~a processor, a memory, a display, an input device and a printer;~~

~~a program stored in said memory for controlling said processor in response to entries from said input device to make said labels by performing a plurality of operations that comprise:~~

~~(a)~~ assigning a first and second positional palettes to at least first and second respective ones of said plurality of character positions, one characteer position at a time, of at least one of said plurality of labels in response to one or more of said entries; and

~~(b)~~ assigning alphanumeric content to at least one of said plurality of character positions of each label of said plurality of labels in response to at least one of said entries~~; and~~

~~(c) printing said plurality of labels with said printer on a label stock.~~

40. (Previously presented) The computer of claim 39, wherein each of said positional palettes includes one or more attributes selected from the group consisting of a background color, a foreground color, a font, a font size, a font style, a shape, a shape size, and a shape color.

41. (Currently amended) The computer of claim 39, wherein one or more of said plurality of character positions is a prefix, and wherein said first character position ~~of operation (a)~~ is in said prefix.

42. (Currently amended) The computer of claim 39, wherein one or more of said plurality of character positions is a suffix, and wherein said first character position ~~of step (a)~~ is in said suffix.

43. (Canceled)

44. (Previously presented) The computer of claim 39, wherein said first and second positional palettes are different.

45. (Currently amended) The computer of claim 39, wherein ~~said~~ a label stock includes an array of label blanks, and wherein ~~said plurality of operations further comprise (d) operation (c) begins~~ said printing begins at a specified one of said label blanks in response to at least one of said entries.

46. (Currently amended) The computer of claim 45, wherein said array has a plurality of rows and a plurality of columns of said labels blanks, and wherein ~~said plurality of operations further comprise (e) operation (c) prints~~ said labels are printed serial by row or serial by column on said label stock ~~serial by row~~ in response to at least one of said entries.

47. (Canceled)

48. (Currently amended) The computer of claim 39, wherein said plurality of operations further comprise presenting at least one of said labels on a display prior to printing ~~by operation (c)~~.

49. (Previously presented) The computer of claim 46, wherein said plurality of operations further comprise:

assigning an ordered numerical sequence to said plurality of labels in response to at least one of said entries; and

saving data for said ordered numerical sequence and plurality of labels so that another plurality of labels can continue in said ordered numerical sequence with a first label thereof having the next number of said ordered numerical sequence that succeeds the last number used by the operation of assigning an ordered numerical sequence.

50. (Currently amended) ~~A~~ The memory medium of claim 75~~for a computer that controls the making of a plurality of labels in response to entries from an input device~~, wherein each of said plurality of labels includes at least one sequence of characters disposed in a plurality of character positions, said memory medium further comprising:

~~first~~ means for controlling said computer to assign first and second positional palettes to at least first and second respective ones of said plurality of character positions, one character position at a time, of at least one of said plurality of labels in response to one or more of said entries; and

~~second~~ means for controlling said computer to assign alphanumeric content to at least one of said plurality of character positions of each label of said plurality of labels in response to at least one of said entries~~; and~~

~~third means for controlling said computer to print said plurality of labels with a printer on a label stock~~.

51. (Previously presented) The memory medium of claim 50, wherein each of said positional palettes includes one or more attributes selected from the group consisting of a background color, a foreground color, a font, a font size, a font style, a shape, a shape size and a shape color.

52. (Previously presented) The memory medium of claim 50, wherein one or more of said plurality of character positions is a prefix, and wherein said first character position is in said prefix.

53. (Previously presented) The memory medium of claim 50, wherein one or more of said plurality of character positions is a suffix, and wherein said first character position is in said suffix.

54. (Canceled)

55. (Previously presented) The memory medium of claim 50, wherein said first and second positional palettes are different.

56. (Currently amended) The memory medium of claim 50, wherein ~~said~~ a label stock includes an array of label blanks, and further comprising ~~fourth~~ means for controlling said computer in response to at least one of said entries, to cause said ~~third~~ fourth means to begin printing at a specified one of said label blanks.

57. (Currently amended) The memory medium of claim 56, wherein said array has a plurality of rows and a plurality of columns of said labels blanks, and further comprising ~~fifth~~ means for controlling said computer, cause said fourth means to

print said labels on said label stock serial by row or serial by column in response to at least one of said entries.

58. (Canceled)

59. (Currently amended) The memory medium of claim 50, further comprising means for controlling said computer to present at least one of said labels on a display prior to printing ~~by said third means~~.

60. (Previously presented) The memory medium of claim 50, further comprising:

means for controlling said computer in response to at least one of said entries to assign an ordered numerical sequence to said plurality of labels; and

means for controlling said computer to save data for said ordered numerical sequence and said plurality of labels so that another plurality of labels can continue in said ordered numerical sequence with a first label thereof having the next number of said ordered numerical sequence that succeeds the last number used by said means that responds to said third entry to assign an ordered numerical sequence.

61-72. (Canceled)

73. (Previously presented) A method of forming labels with a computer in response to entries from an input device, said method comprising:

determining if a current job is an ad hoc job or a serial job;

if the current job is an ad hoc job, presenting one or more ad hoc display screens for a user to define an ad hoc job that includes a variety of labels having

different content, some of the labels of said ad hoc job being unrelated to other labels of said ad hoc job;

if the current job is a serial job, presenting one of more serial display screens for a user to define a serial job that includes a plurality of labels having different content and related to one another in a sequential fashion; and

responsive to at least one entry of said entries, printing either said ad hoc job or said serial job.

74. (New) A computer for making a plurality of labels in response to entries from an input device, said computer comprising:

a processor, a memory, a display, a printer and said input device;

a program stored in said memory for controlling said processor in response to entries from said input device to make said labels by performing a plurality of operations that comprise:

determining if a current job is an ad hoc job or a serial job;

if the current job is an ad hoc job, presenting one or more ad hoc display screens for a user to define an ad hoc job that includes a variety of labels having different content, some of the labels of said ad hoc job being unrelated to other labels of said ad hoc job;

if the current job is a serial job, presenting one of more serial display screens for a user to define a serial job that includes a plurality of labels having different content and related to one another in a sequential fashion; and

responsive to at least one entry of said entries, printing either said ad hoc job or said serial job.

75. (New) A memory medium for a computer that controls the making of a plurality of labels in response to entries from an input device, said memory medium comprising:

first means for controlling said computer to determine if a current job is an ad hoc job or a serial job;

second means for controlling said computer, if the current job is an ad hoc job, to present one or more ad hoc display screens for a user to define an ad hoc job that includes a variety of labels having different content, some of the labels of said ad hoc job being unrelated to other labels of said ad hoc job;

third means for controlling said computer, if the current job is a serial job, to present one of more serial display screens for a user to define a serial job that includes a plurality of labels having different content and related to one another in a sequential fashion; and

fourth means for controlling said computer in response to at least one entry of said entries to print either said ad hoc job or said serial job.